BTEC Assignment Brief

Qualification	Pearson International BTEC Level 3 Foundation Diploma in Marketing Pearson International BTEC Level 3 Diploma in Marketing Pearson International BTEC Level 3 International Extended Diploma in Marketing
Unit number and title	Unit 9: Marketing an Event
Learning aim(s)	**B:** Develop a marketing campaign to promote an event
Assignment title	Planning marketing and promotion
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have been asked to select an appropriate event that you can market and promote. The event could be within your school or college, or in the local community, but should be of a realistic scale and size. You will research marketing campaigns and promotional methods in order to develop a thorough marketing plan for the event of your choice.

Task	You are required to develop a thorough and effective marketing plan for your chosen event with accompanying marketing materials. You will need to conduct detailed research into your chosen event, its aims and objectives, target audience and feasibility factors. You should research appropriate marketing media and distribution methods that can be used to market events to the identified audience. You should consider how you will gather research, using both primary and secondary methods that are suited to the type of event and target market. Using your research, you should develop a marketing plan which includes: • a rationale of the campaign and chosen event • aims and objectives • situational analysis and feasibility • event image, branding and marketing media • a budget • timelines, monitoring and milestones. You are also required to develop a range of marketing materials for both pre- and post-event promotion. You should consider how your marketing materials relate to the type of event, the target audience and how these would be distributed.

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Checklist of evidence required	A thorough marketing plan for a chosen event, including: • a clear rationale of the campaign and event with aims, objectives and consideration of feasibility • situational analysis modelling • a budget plan with breakdown of costs • timeline documents and/or charts • a selection of pre- and post-event promotional materials • accompanying evidence, such as photos of pre- and post-event marketing, primary research and/or draft designs of promotional material.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
9/B.D2	Evaluate the success of marketing strategies and methods used in different events, recommending areas of improvement.
9/B.M2	Analyse the effectiveness of marketing strategies in supporting the achievement of event aims and objectives for different events.
9/B.P3	Explain the purpose of marketing used to promote different events.
9/B.P4	Explain different marketing strategies that could be used to achieve event objectives.
Sources of information to support you with this Assignment	**Websites** www.forbes.com/sites/davelavinsky/2013/09/30/marketing-plan-template-exactly-what-to-include/ https://smallbusiness.co.uk/write-a-marketing-plan-30441/ https://coschedule.com/blog/event-marketing-plan/

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